

SANDY CITY
APPROVED CLASS SPECIFICATIONS

- I. Position Title: Adventure Week Communications Intern
- Revision Date: 01/16
EEO Category: Para-professional
Status: Non-exempt
Control No: 55732

II. Summary Statement of Overall Purpose/Goal of Position:

Under supervision of the Communications Director and the Assistant Chief Administrative Officer (Asst. CAO) performs various projects relating to the promotion and marketing of Adventure Week, including communications and public relations through the city's websites and through social media efforts, and preparing content for use in the city's newsletter and website. The position will aid the Administration Department in coordinating media and marketing efforts relating to Adventure Week and will aid in communicating information to the citizens of Sandy and to the broader community.

III. Essential Duties:

- Help in creating written content for the city's websites and social media platforms.
- Prepare various communication mediums such as videos, photographs, web content, social media content, reports, memos, verbal presentations, charts, boards, slides, graphs, spreadsheets, etc.
- Prepare news releases, coordinates press conferences and media events, and other special City events in cooperation with designated staff.
- Research and communicate events and information through social media outlets such as Facebook and Twitter to promote Adventure Week, the City, and tourism throughout the Sandy area.
- Develop communication tools. For example, videos, photos, memes, flyers, fact sheets and surveys, as deemed necessary.
- Attend Adventure Week activities, take photos, video, and gather information in order to create content for future Adventure Week events.
- Collect pertinent information through research, audits, surveys, etc.

IV. Marginal Duties:

- Assist departments as assigned by the Asst. CAO and Communications Director in communications, and general administrative and operational audits or analysis.
- Performs other duties and projects as needed.

V. Qualifications:

Education: Applicants must be enrolled as a current student working towards a bachelor's or master's degree in communications, marketing, public relations, advertising, social media marketing, public administration or related field.

Certificates/Licenses: Valid Utah Driver's License is required.

Knowledge of: Advertising, social media marketing, and public relations; computer software including word processing, desktop publishing, graphic design, and spreadsheets; familiarity with social media programs such as Facebook and Twitter.

Responsibility for: Working with departments on communications, studies, and projects to enhance city performance; choosing the proper type of communication medium to present information to the Mayor, City Council, CAO, Department Heads, or citizens.

Communication Skills: Applicant must use tact and judgment to avoid friction; communicate effectively verbally and in writing; establish and maintain effective working relationships with employees, executives and the public.

Tool, Machine, and Equipment Operation: Requires regular use of computer, smart phone or other digital device, copier, and telephone system.

Analytical Ability: Communicate effectively verbally and in writing; prioritize tasks; work well under pressure and impending deadlines; establish effective working relationships with employees, Department Heads and the public; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations.

VI. Working Conditions:

Physical Demands: While performing duties of job, employee typically handles office equipment, objects or controls. Moderate physical exertion is present because of moderate stooping and kneeling required. Employee may sit or stand for long periods of time and may occasionally move up to 20 pounds. Employee frequently communicates with others.

Work Environment: Employee will work in a generally comfortable office setting. The noise level in the work environment is usually minimal. Constant mental application required daily; occasional exposure to stressful situations as a result of human behavior and frequent deadlines; occasional driving of a personal or city vehicle may be required. Moderate mental pressure and fatigue exist during a normal workday due to challenging situations and exposure to deadlines.

The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment, compensation or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.

DEPT/DIVISION APPROVED BY:_____ DATE:_____

PERSONNEL DEPT. APPROVED BY:_____ DATE:_____